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Spotlight ON FOREIGN MARKETING

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TO FAS MARKET DEVELOPMENT COOPERATORS AND AGRICULTURAL ATTACHES

U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL MARKETING

JAN 16 1968

CURRENT SERIAL RECORDS

Greetings

During this joyous holiday season we in FAS want to express our appreciation for your cooperation and helpful assistance in market development and to wish you and your families a most Merry Christmas and Happy New Year.

December 1967 .

Raymond A. Ivanes



MARKET DEVELOPMENT REVIEW
SESSIONS AT OVERSEAS POSTS

Marketing plans will be reviewed by the major cooperators, agricultural attaches and FAS/Washington representatives at a series of overseas meetings in January and February,

1968. Cooperators are being requested to submit draft statements of their marketing plans for discussion at the meetings. Ken Krogh, Acting Assistant Administrator for Export Programs, and Jimmy Minyard, Chief, Analysis and Evaluation Branch, will be the FAS/Washington representatives. The schedule is as follows:

Rotterdam	January 29-30	Great Plains Wheat
Rotterdam	January 31-Feb. 1 February 2-5 (am)	U.S. Feed Grains Council Planning Meeting: Milan, London Trade Center and London, Bonn, Rome Market Development Attaches
	February 5 (pm)-6	National Renderers Association
New Delhi	February 8-9	Western Wheat Associates
Tokyo	February 12-13	Market Development and Trade Center Attaches
	February 14-15	Western Wheat Associates
	February 16	U.S. Feed Grains Council
	February 19	National Renderers Association
	February 20	American Soybean Association
	February 21	Institute of American Poultry Industries

Market development operating procedures and related administrative questions will be covered in a separate series of informal office meetings. These are scheduled for different periods so as not to conflict with the marketing plans review sessions listed above. Points to be covered in the administrative sessions will include review of revised Title 11 regulations, simplification of cooperator personnel administration and application of uniform salary and benefits policies, har-

monization of cooperator personnel operations with local laws and customs, clarification and simplification of marketing plans budgeting and expenditure activities, problems related to cooperator billing, accounting and reporting, and exploration of opportunities to improve program administration through the computer analysis of cooperator project expenditures. The schedule for the first series of these meetings is given below. The visits will include sessions with the agricul-

tural attaches and embassy fiscal officers with market development responsibilities. Francis Harrell, Acting

Director, Trade Projects Division, and Frank Brown, Project Coordination Branch, will be the FAS/Washington representatives.

Rome	January 3-8	National Renderers Association Soybean Council of America U.S. Feed Grains Council
Casablanca (or Rabat)	January 9-10	Soybean Council of America
Madrid	January 11-15	Soybean Council of America U.S. Feed Grains Council
Ankara	January 16-17	Soybean Council of America
Tehran	January 18	Soybean Council of America
Karachi	January 19	Soybean Council of America
New Delhi	January 22-23	Western Wheat Associates
Manila	January 25-26	Western Wheat Associates
Taipei	January 29	Western Wheat Associates
Tokyo	January 30-Feb. 2	National Renderers Association Institute of America Poultry Industries U.S. Feed Grains Council American Soybean Association Western Wheat Associates

Meetings in other countries, for which arrangements are now being

completed, will take place after the marketing plans review sessions.

WASHINGTON REVIEW SESSIONS

Review sessions with some of the major cooperators will be held in Washington during the coming weeks. Purpose of the FAS--Cooperator meetings is to review current and proposed market development programs. A

meeting with the American Soybean Association will be held December 8, International Institute for Cotton Executive Committee December 11, National Renderers Association December 15 and the U.S. Feed Grains Council December 19. Other cooperators will be meeting with FAS in January.

OVERSEAS TRADE MISSIONS REPORT ON PROSPECTS

Five U.S. government-industry trade missions have returned from visits to the markets for feed grains, wheat, soybeans and soybean oil in Europe, the Middle East and Latin America.

The feed grain export team reports that the U.S. should be able to maintain its current level of feed grain exports to Western Europe in the years immediately ahead but that EEC protectionism and active foreign competition is retarding growth in such sales. Team members found market development work in the area has shown good results in expanding Europe's use of corn and milo in livestock feeding. However, the quality of U.S. feed grains, particularly corn, was a problem because of kernel breakage caused from mechanical handling.

The soybean trade mission came back with an optimistic report, predicting an increase of 50 million bushels for the United Kingdom, France, Netherlands, Spain and West Germany during the next 18-24 months and an average export increase of 15-20 percent per year during the next five years. The anticipated export increase reflects new soybean crushing capacity either planned or being built as well as increased meal demand to meet the needs of the expanding livestock and poultry industries in Europe. The increased soybean crush may initially slow the expansion of U.S. soybean meal, but the need for soybean protein by the livestock industry can be expected to expand.

The wheat mission to Latin America reports that prospects for U.S. wheat

exports to Venezuela, Brazil, Chile, and Peru are favorable for the current crop season but that competition will increase as the season progresses. The team reported that U.S. wheats have built an excellent reputation among millers and users in the countries visited and, assuming the continuation of competitive U.S. prices, a strong U.S. position in these markets can be maintained.

Arrangements for the missions were worked out by Secretary Freeman and Department staff workers as a means of appraising the trade opportunities and becoming better acquainted with the needs of foreign customers with respect to quality and service.

PEOPLE-TO-PEOPLE PROGRAM AT TOKYO EXHIBITION

Many Americans are going to have some fun in learning about agricultural trade with the Japanese by participating in the USDA-sponsored people-to-people program in Japan, April 6-20. The visits will be held in conjunction with the U.S. Food and Agricultural Exhibition, the largest show of its kind ever held in the Far East. Cooperators are invited to organize their own groups to participate in the program.

The visitors will attend a special briefing about the U.S. agricultural trade position conducted by staff members of the American Embassy. One day will be spent at the exhibition, seeing firsthand America's attempt to sell to the Japanese market. A special reception will be given for people-to-people participants and two full days of visits with Japanese importers and exporters will be arranged.



A government-industry team was in India, the Philippines, Taiwan and Japan, November 8-December 15, reviewing the Wheat Associates market development program. Shown (left to right) are the team members in Tokyo: George Wood, Western Wheat Associates program coordinator; Don Woodward, WWA board member, Oregon; John Fisher, WWA board member, Washington; Robert Blake, business consultant, New York City; and Berk Beukenkamp, FAS.

The American Express Company has arranged for a special people-to-people tour which also includes an opportunity to travel in the land of the rising sun, get to meet its people, and attain a better understanding of its heritage and culture.

Participants in the tour will be divided into five groups, representing different parts of the country. A governor from one of the states in the region will serve as regional chairman. Secretary Freeman will travel to Japan to participate in the opening of the show with a party of 20 state governors. Ten of the governors will visit prefectures of Japan, five will serve as chairmen of the regional groups and the other five will accompany Secretary Freeman on visits to four additional countries in the Far East.

The American Express tour is priced at \$889 from Seattle, or \$1,048 from Chicago. The price includes round-trip economy air transportation, all hotels, most meals, transportation within Japan, most transfers, and tips.

Pete Keay, on loan from C&MS to FAS for the people-to-people project, has more information. You may write to him c/o the International Trade Fairs Division, Foreign Agricultural Service, Auditors Building, Room 2404, phone extension 4192.

NEW COOPERATOR

The Florida Fresh Produce Exchange has become a market development cooperator and is now working with the FAS Fruit and Vegetable Division on plans for promotion of Florida celery in the United Kingdom and Sweden next year.

The agreement followed a promotion of the Exchange and FAS in the U.K. this past season which stimulated the sale of about 250,000 crates of Florida celery. Trade and press receptions, coverage in four national newspapers and BBC television, point-of-sale materials and visits by a team of "Florida Celery Girls" to 450 stores highlighted the campaign.

The Exchange was organized in 1961 under a State Marketing Order. George M. Talbott is the manager.

SUPERMARKET CONCEPT ATTRACTS THAI TRADE

The U.S. Trade Center in Bangkok, Thailand was the site of a display of supermarket equipment stocked with over 500 brands of U.S. processed and frozen foods, November 1-9.

Over 450 business registrants visited the exhibit, over double that of

any previous Trade Center promotion event in Bangkok.

The International Trade Fairs Division arranged with U.S. processors for the foods and the Department of Commerce supplied shelving, checkout counters and other supermarket equipment.

Concurrent with the food display was a two-day seminar on U.S. Supermarket Management Techniques attended by over a hundred leading Asian businessmen and Government leaders. Five important Thai business groups are eager to start U.S. style supermarkets in Bangkok and they are seeking up-to-date information on site selection, building construction and operating techniques.

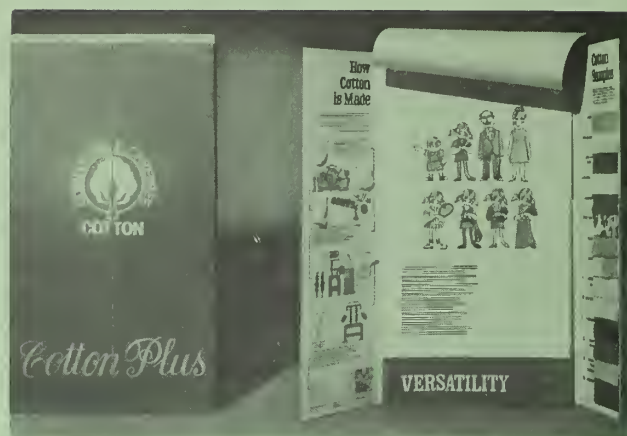
AMERICAN FOODS A HIT AT FRENCH GOURMET SHOW

U.S. citrus and pineapple juices were popular items with French visitors to the U.S. exhibit at the International Exposition of Food, Wine and Gastronomy in Dijon, France, November 4-12.

U.S. peas, lentils and dry beans, long-grain rice, popcorn and canned ravioli also attracted considerable attention at this French gourmet fair. The U.S. exhibit featured the display and sale of many new American food products never before sold in the Dijon area of Southeastern France.

EXHIBIT AT MANILA

Forty-five U.S. firms sent over 500 different food products for display in a special trade-only exhibit at the new Sheraton Hotel in Manila, November 11-16.



This "Cotton Plus" flip-chart, after a successful preview at two of Montreal's leading department stores, is now being produced by Cotton Council International for retail training classes and distribution to schools on a self-liquidating basis at \$5.00 each.

More than 200 Philippine business and Government leaders attended a seminar on the latest U.S. food merchandizing techniques. Seminar speakers included Michael O'Connor and John Wegman of the Super Market Institute.

A special area in the U.S. exhibit was provided for American representatives of the Institute of American Poultry Industries, and Wheat Associates, U.S.A.

AGRICULTURAL EXPORTS DOWN SLIGHTLY THIS YEAR

U.S. agricultural exports in 1967-68 are heading toward a \$6.7 billion total, down slightly from last year's record performance of \$6.8 billion.

Sales for dollars, which make up the greater part of U.S. agricultural exports, are expected to reach \$5.1 billion as compared to last year's record high of \$5.2 billion.

COMMUNICATION TO BUYERS

The National Renderers Association has developed a technique for getting its story to potential customers overseas.

Late last year the NRA Far East office produced a comprehensive, explanatory fats and animal proteins promotional slide presentation with an accompanying taped narration, entitled "Fats and Animal Proteins in Feed." The 30 minute 108 slide presentation was produced both in Japanese and English. Selecting six key poultry and swine producing regional areas from north to south Japan, an NRA team armed with the slide presentation and several hundred copies of a publi-

cation containing the text of the slide presentation, traveled to key cities in each of the six regions. Invitations and notices were dispatched through the major feed and livestock producing associations and the prefectural government offices, and showings in each area were made to livestock and poultry producers, feed manufacturers, government officials from the livestock bureau, feed wholesalers and others in the industry.

Dean Specht writes, "The program was initiated in April of this year, and so far the response has been most enthusiastic. The question and answer periods after the presentations have been active, and requests for additional copies of our publication are being received."



HERE and THERE

John C. McDonald has been named agricultural attache at Rio de Janeiro, replacing *Jerome M. Kuhl*, who will return to Washington for assignment. McDonald has been serving since 1966 as assistant to Secretary Freeman. Before that, he served in Ottawa as assistant and acting agricultural attache.

The Oregon Extension Service has developed a full time international marketing program to help producers and business firms increase exports of Oregon agricultural commodities. Don Taylor, International Marketing Specialist at Oregon State University, is the man in charge. Don has a monthly newsletter and is providing various services, including a series of export workshops, informational materials and contacts for those interested in agricultural exports.

The Southern Pine Association is sending a 4-man study team to Germany, Italy and Spain next month to investigate the market development opportunities for softwood lumber. An FAS escort officer will accompany the group.

Winn Tuttle, Director of the Wheat Associates office in Taipei, writes of the ground breaking ceremonies for the new baking school in Taiwan. Firecrackers exploded and a liberal sprinkling of rice wine was doused on the chosen site. The ceremony itself was performed by a member of the Fun-shui (real estate fortune telling) profession.

Great Plains Wheat honored its past chairmen and presidents of the board at a dinner meeting in Kansas City, November 28. Honored for their services to wheat producers were Lloyd Kontny, Colorado, 1959-60; Richard Lewis, Nebraska, 1961-62; Otis Tossett, North Dakota, 1962-64; Andrew Brakke, South Dakota, 1964-66; and Ralph Ball, Kansas, 1966-67. Plaques were presented to the former board officers by President Mearl Gifford.

U.S. livestock is being exhibited at the Queretaro livestock show in Mexico, December 10-17. Holstein, Jersey and Angus are the U.S. breeds being exhibited. Breed association representatives are at the show to meet with interested cattlemen in this FAS market development project.

A *National Renderers Association* team is in Central and South America reviewing current conditions and the possibilities for increasing our exports of inedible animal fats and proteins. Members of the team are John Haugh, past president; Fred Bisplinghoff, second vice president; and Ivan Johnson, FAS Livestock and Meat Products Division.

Livestock judges from the U.S. participated in the Valencia Livestock Show in Venezuela, November 4-12, and the Nicaraguan National Cattle Show in Managua, November 19-26 as part of an FAS market development project. Charles Alsbrooks was the Brahman judge and Jack Albright the dairy judge at the Valencia show, and C. W. Nibler was the dairy judge and Don Wakeman the Brahman judge at the Nicaraguan show.

C. J. Nicholas, ARS Transportation and Facilities Research Division, is in Europe checking on transport and handling techniques and break-bulk test shipments of frozen U.S. poultry. Seven test shipments, five containerized and two conventional type shipments, will be arriving in West Germany, Austria and Switzerland during his visit.

Toned Milk, the Why and How of it is the title of a new publication of Dairy Society International, written by D. N. Khurody, the toned milk specialist who represents DSI in the Middle East. Copies can be secured by writing DSI, 1145 19th Street, Washington, D.C.

All but one of the 41 registered Holsteins at the International Dairy Show in Cremona, Italy, September 15-17, were sold to Italian farmers. (At last reports the "odd" remaining bull was resting on an Italian farm and hoping to find a permanent home shortly.) Sales at the Show totaled \$87,000 plus one firm order of over \$100,000.